

NEW CONCORD MENTHOL

**Adjustable flavor to
suit your taste!**

Concord's revolutionary "Flavor Control"™ Filter is the secret. It actually lets you adjust the menthol flavor from a cool, rich low tar to a light, refreshing ultra low tar, or anywhere in between. So you enjoy the taste you want, when you want. Only Concord gives you adjustable flavor to suit your taste.

For a light,
refreshing ultra low
tar, bend arrow to
thinnest bar

For a cool, rich
low tar,
bend arrow to
the thickest bar

**Great taste
at every turn!**

**SURGEON GENERAL'S WARNING: Cigarettes
Smoke Contains Carbon Monoxide.**

Maximum 16 mg "tar," 1.0 mg nicotine maximum 8 mg "tar,"
0.1 mg nicotine av. per cigarette by FTC method.

"Tar" and nicotine vary depending
upon position of arrow on filter

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